

Message Text

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AMEMBASSY ISLAMABAD

UNCLAS KARACHI 5280

E.O. 11652: N/A

TAGS: BENC, BTIO, PK

SUBJECT: TRADE AND LICENSING OPPORTUNITY: GUAR GUM AND GUAR
MANUFACTURING FACTORY IN KARACHI

1. SPECIAL HANDLING REQUESTED: AMCONGEN BELIEVES THAT
AMERICAN COMPANY STANDS EXCELLENT CHANCE OF WINNING THIS BID.
HYESONS GROUP IS PREPARED TO FINANCE ENTIRE PROJECT.
KEY TO WINNING BID WILL BE ABILITY TO ASSIST IN INTERNATIONAL
MARKETING OF PRODUCT AND TECHNICAL STRENGTH OF BIDDER.

2. HYESONS COMMERCIAL AND INDUSTRIAL CORPORATION LIMITED (HCICL)
OWNED BY HYESONS GROUP OF COMPANIES, A LEADING INDUSTRIAL
GROUP IN PAKISTAN, IS LOOKING FOR AMERICAN COLLABORATION
FOR THE CONSTRUCTION OF TURN-KEY FACTORY IN KARACHI FOR
MANUFACTURE OF GUAR GUM AND GUAR MEAL FROM GUAR SEEDS.

3. HYESONS GROUP OF COMPANIES, IN ADDITION TO HCICL, OWNS
THE FOLLOWING INDUSTRIAL UNITS. (Q) HYESONS ELECTRIC COMPANY
LIMITED (2) ELECTRIC LAMP MANUFACTURERS OF PAKISTAN LIMITED
(3) HYESONS SUGAR MILLS LIMITED (4) GENERAL INVESTMENT
LIMITED (5) TOBACCO INTERNATIONAL LIMITED (6) CONSOLIDATED
SPINNING AND TEXTILE MILLS LIMITED (8) UNION COLD STORAGE
COMPANY LIMITED (9) HILAL FISHERIES LIMITED (10) PAKISTAN
ELECTRIC FITTINGS MANUFACTURING COMPANY LIMITED. (11)
AMALGAMATED MINES LIMITED (12) UNION FISHERIS LIMITED
(13) UNION CLEARING SERVICES LIMITED (14) PUNJAB LAMP WORKS
LIMITED AND (15) HYATT REGENCY HOTEL. DIRECTORS ARE HIGHLY
RESPECTABLE PERSONS AND VERY WELL KNOWN FOR THEIR

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INTEGRITY AND RESOURCEFULNESS.

4. THE PROPOSED VENTURE COMPANIES MANUFACTURE OF GUAR GUM AND GUAR MEALS FROM LOCALLY AVAILABLE GUAR SEEDS. THE MANUFACTURE CONSISTS OF FULL PROCESS OF CLEANING GUAR SEEDS, DEHUSKING, HEATING, PEARLING, REFINING, MILLING STERILIZING, DRYING AND PACKING. PLANT SHOULD BE CAPABLE OF PRODUCING ABOUT 15,000 TONS PER YEAR OF GUAR GUM AND GUAR MEALS. ABOUT 95PERCENT OF GUAR GUM AND GUAR MEAL WILL BE EXPORTED AND THE BALANCE WILL BE CONSUMED BY LOCAL MARKET.

5. THE ESTIMATED COST OF THE PROJECT IS 1.5 MILLION DOLLARS WHICH HYESONS GROUP IS PREPARED TO FINANCE.

6. THE PLANT WILL BE PUT UP ON A 10 ACRE PLOT OF LAND OWNED BY THE FIRM. SITE LOCATED IN AN INDUSTRIAL AREA OF KARACHI WHERE GOOD INFRASTRUCTURE EXISTS AND POWER, GAS AND WATER ARE AVAILABLE.

7. FIRM IS INTERESTED IN COLLABORATION WITH AMERICAN COMPANY WHICH WOULD PROCURE MACHINERY AND EQUIPMENT AND PROVIDE TECHNICAL KNOW HOW AND U.S. TECHNICIANS ON A FIXED FEE OR ROYALTY BASIS. KEY TO WINNING BID WILL BE ABILITY OF FIRM TO MARKET GUAR GUM AND GUAR MEAL INTERNATIONALLY ON A LONG TERM BASIS AT A PRICE EQUITABLE TO BOTH PARTIES AND COMPARABLE TO INTERNATIONAL PRICES.

8. HYESONS BELIEVES THAT INTERNATIONAL DEMAND FOR GUAR GUM AND GUAR MEAL IS INCREASING AND THAT THIS TREND IS EXPECTED TO FURTHER ACCELERATE IN THE FUTURE. HYESONS REASONS ARE: (1) PRODUCTION OF LOCUST BEAN GUM AND GUM ARABIC HAS DECLINED SHARPLY, (2) GUAR SEED ARE ONLY CULTIVATED IN INDIA AND PAKISTAN, (3) GUAR GUM IS MUCH CHEAPER THAN SUBSTITUTES AND IT HAS WIDE APPLICATION IN INDUSTRIES. GUAR SEEDS ARE CULTIVATED IN ABUDANCE IN PAKISTAN AND THEREFORE READILY AVAILABLE IN LARGE QUANTITIES.

9. INTERESTED AMERICAN PARTIES SHOULD CONTACT SAMI MUNEER, DIRECTOR, HYESONS COMMERCIAL AND INDUSTRIAL CORPORATION LIMITED, ABDUL HYE CHAMBERS, DOCKYARD ROAD, WEST WHARF, UNCLASSIFIED

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KARACHI - PAKISTAN.
MOORE

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NNN

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